

astro
Media Solutions

SPORTS MARKETING TALK



SPORTS MARKETING TALK

1

Sports is more than just a “game”. The strong emotional attachment between a fan and his favourite team or player is beyond bonding which impact behaviours. A good example - **return of Cristiano Ronaldo to Premier League** has taken **the world by storm with his CR7 effect**.



CR's No 7 shirt has smashed Manchester United sale records in < 4 hours.



Ronaldo's first game in the Premier League since rejoining Manchester United attracted one of Astro Supersport's best viewership figures in recent years, recording **1.5 Mil** live viewers in a single match.

SPORTS MARKETING TALK

2

Athletes are more than just players “on the field”. Today, athletes can be an **influential social media star**, with an advantage over other social influencers, which is their credibility within the communities. Sports fans are moved by their words, actions or even likings. The **former World No.1 Men’s Doubles Badminton Player, Tan Boon Heong** is one of the very good example.



Tan sparked **56K followers** on Twitter in just **12 hours!** Fans are engaged with his most authentic way of giving sports commentary in social space.



His famous slogan “**Jangan Kanjiong**” [means “don’t be nervous”] has now transformed to become a TV show, it’s a hit on Astro Arena 2.

SPORTS MARKETING TALK

3

Sports fandom is more than just “entertainment”. The fanship satisfies human need for belonging, by connecting fans to like-minded people. As the COVID-19 pandemic forced fans out of the stadiums and matches behind closed doors, fans were all desperately itching for a shared, live experience with the community. This was clearly shown when the **Sepak Takraw League** returned in January 2022, ticket sales **surpassed pre-pandemic levels**.



Ticket revenue sales increased by **11.1%** with only 50% capacity (following SOP)



TV viewership increased by **13%** vs 2021



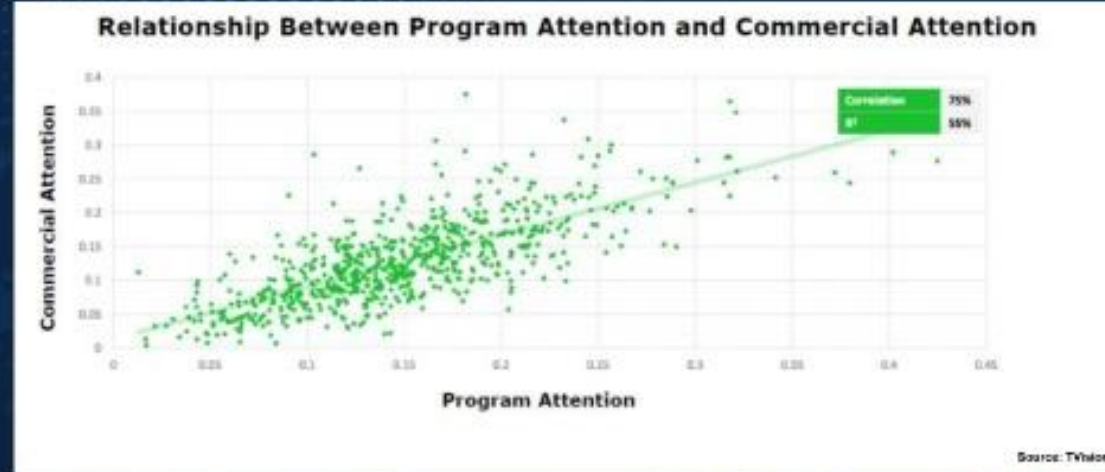
STL broadcasted across **6 different countries** - Singapore, Thailand, Indonesia, Philippines, Vietnam & Hong Kong

SPORTS MARKETING TALK

4

Sports Audience are More Receptive to Ads When They are Involved

The correlation between program attention corresponding to commercial attention is extremely important for marketers. Sports audiences are switched on and involved, paving the way for greater receptivity to commercials.



SPORTS MARKETING TALK

5

Rethinking Creativity Across Sports Marketing Levers

When it comes to brand reputation, trust, and purpose, brands are finding success by integrating themselves into sports marketing through broadcast advertising, sponsorships, guerilla marketing, and packaging innovations.

Petronas sponsoring
the Malaysian Badminton Team



Coinbase flashed a bouncing
QR code during Super Bowl
to attract users



Head & Shoulders' unique
packaging for World Cup



Xfinity, an internet provider,
set a Tik Tok challenge based on
the Olympics theme



SPORTS MARKETING TALK

6

Ensuring Effectiveness with Integrated Sports Marketing

Sports audiences consume media in a fragmented manner. Creativity can help overcome that challenge and by leveraging on powerful stories inherent in sports can help the brands forge an emotional connection **via integrated campaign across channels.**

100 Plus uses a combination of influencers and sports advertising



Omega stretches across iconic branding and product placements



Canon invests heavily in digital advertising and sports sponsorship

Canon
Delighting You Always



2018 ASIAN PARA GAMES
Jakarta Palembang
2018

OFFICIAL PARTNER

Petronas forges strong emotional connections and engages in sports marketing

